

BARBARA (BABS) DAVIS

bdavis@ches.ua.edu

College of Human Environmental Sciences – The University of Alabama

EDUCATION

The University of Alabama, Tuscaloosa, AL

M. S. in Apparel and Textiles, May 2005

The University of Southern Mississippi, Hattiesburg, MS

B.S. in Fashion Merchandising, May 2000

Awards: Outstanding Junior in Fashion Merchandising, 1999

Outstanding Senior in Fashion Merchandising, 2000

ACADEMIC EXPERIENCE

The University of Alabama, Tuscaloosa, AL - 8/2011-Present

Senior Instructor – Fashion Retailing Program – Department of Clothing, Textiles, and Interior Design

- Courses taught:
 - CTD 281 – Fundamentals of the Fashion Industry
 - CTD 292 – Trend Forecasting & Analysis
 - CTD 361 – Fashion Merchandising I
 - CTD 481 – Fashion Merchandising II
 - CTD 381 – Fashion Retailing Seminar (2011-2020)
 - CTD 485 – Fashion Retailing Internship (2010-2020)
- Faculty Advisor
 - Advise and create course plans for more than 100 students in the Fashion Retailing program
- Director of Fashion Capitals Study Abroad Program (2015, 2017, planned 2023)
 - Created and directed the Fashion Capitals program, traveling with 20 students for five weeks to New York, London, Paris, and Milan
- Fashion Retailing Internship Coordinator (2010-2020)
 - Supervised Fashion Retailing Interns
 - Developed and maintained partnerships with internship companies to ensure a quality internship experience for each student
 - Coordinate the interview process to place interns with partner companies
- “We Are Crimson” – Official University of Alabama Tartan Brand Coordinator (2012-2017)
 - Collaborated with University licensing and wholesale companies to design, produce, and market “We Are Crimson” merchandise

The University of Alabama, Tuscaloosa, AL - 8/2010-8/2011

Adjunct Faculty – Department of Clothing, Textiles and Interior Design

- Supervised the Fall 2010 Fashion Retailing Interns
- Developed and maintained partnerships with internship companies to ensure a quality internship experience for each student
- Coordinated the interview process to place forthcoming Fall 2011 interns with partner companies

The University of Alabama, Tuscaloosa, AL - 8/2003-5/2005

Graduate Assistant – Department of Clothing, Textiles and Interior Design

- Assisted retail merchandising professors with lesson plans, course assignments and class projects
- Gave lectures on retail merchandising and planning as needed
- Helped organize class field trips
- Worked with students’ internship companies to ensure a quality internship experience for each student
- Served as a mentor for the undergraduate students
- Taught the senior students how to run merchandising simulation software for use in their final projects

AWARDS AND PRESENTATIONS

TIAA Hometown Hero Award, 2012

Davis, B. (2012). Service Learning for Fashion Retailing Students Following a Natural Disaster. International Textile and Apparel Association, Schaumburg, IL. Oral presentation on November 15, 2012.

SERVICE, MEMBERSHIPS, AND CERTIFICATIONS

Faculty Senate – The University of Alabama – 4/2019-Present

- Co-Chair – Academic Affairs Committee
- Steering Committee

International Textile & Apparel Association

- Curriculum Development Committee

Academic Advising Association – The University of Alabama

Completion of Online Educator Professional Development Program – College of Continuing Studies at UA

PROFESSIONAL EXPERIENCE

PLV Studio – New York, NY - 8/2009-5/2010

Sales Representative – Kelsi Dagger and Pour la Victoire Footwear

- Managed \$1.5 million business for the Southeast territory
- Key accounts include: Belk, Nordstrom and Off Broadway
- Worked with buyers to meet sales and inventory plans and maximize gross margins
- Conducted frequent visits to key accounts' stores to ensure proper visual displays were in place and stocks organized
- Attended trade shows in New York, Atlanta, Miami and Dallas to write orders for current customers and solicit new customers
- Traveled the Southeast territory to work with current customers and find new customers
- Worked closely with the design and sales teams to select product that would maximize selling potential for the Southeast territory

Camuto Group – Greenwich, CT - 10/2007-2/2009

Sales Representative – Vince Camuto Footwear

- Managed \$3.0 million business for the Southeast territory
- Key accounts include: Dillard's, Macy's, Belk, Nordstrom and Home Shopping Network
- Worked with buyers to meet sales and inventory plans and maximize gross margins
- Conducted frequent visits to key accounts' stores to ensure proper visual displays were in place and stocks organized
- Attended trade shows in New York, Atlanta, Miami and Dallas to write orders for current customers and solicit new customers
- Traveled the Southeast territory to work with current customers and find new customers
- Worked closely with the design and sales teams to select product that would maximize selling potential for the Southeast territory

G & J Footwear – Huntington Beach, CA - 9/2006-10/2007

Sales Representative – Hale Bob and Zinc Footwear

- Managed \$1.0 million dollar business for the Southeast territory
- Key accounts include: Off Broadway, Macy's and Home Shopping Network
- Worked with buyers to meet sales and inventory plans and maximize gross margins
- Conducted frequent visits to key accounts' stores to ensure proper visual displays were in place and stocks organized
- Attended trade shows in New York, Atlanta, Miami and Las Vegas to write orders for current customers and solicit new customers
- Traveled the Southeast territory to work with current customers and find new customers

Project Alabama, Florence, AL - 11/2005-5/2006

Sales & Press Representative

- Managed and projected sales and shipping for up to 25 stores throughout the United States, Europe and Asia
- Worked at trade shows such as Coterie and MAGIC to secure orders with current buyers and solicit new stores
- Communicated with production and design departments on garment specifications, pricing and quality control
- Worked with various media outlets to provide samples, company information and interviews
- Managed company’s online store including shipping, inventory, and customer service

Saks Incorporated – Parisian, Birmingham, AL - 9/2000-8/2003

Assistant Buyer – Better & Salon Shoes

- Monitored and analyzed stock, sales and margins for 30 vendors in 41 stores
- Organized and managed on-order and receipts for up to \$6.0 million each month
- Planned and bought assortments for each vendor by door
- Attended market with buyer to work with vendors and plan upcoming seasons
- Negotiated with vendors for RTVs and markdown allowances
- Collaborated with department managers on visual presentations
- Developed six-month sales, stock and markdown plans for all 30 vendors
- Analyzed individual store performances and executed store to store transfers as needed
- Developed advertising campaigns for two new store openings
- Worked with department managers and coordinators to plan personal appearances and trunk shows
- Contributed suggestions for product modifications (color, structure, fit, etc)
- Monitored selections offered at competing stores to compare price, assortment, etc

COMPUTER PROFICIENCIES

Microsoft: Word, Excel, Access, PowerPoint, Outlook
 Adobe: Photoshop, Spark
 Blackboard Learning System – The University of Alabama
 Sourcing Simulator (Interactive merchandising software)

TEACHING INTERESTS

Retail Merchandising and Planning	Textiles
Visual Merchandising	Study Tours
Retail and Merchandising Mathematics	Trend Forecasting & Analysis

COMMUNITY ACTIVITIES

Temporary Emergency Services, Tuscaloosa, AL

- Advisory Board Member

United Way of West Alabama, Tuscaloosa, AL

- Volunteer Allocation Team